

OFFICE OF THE CITY MANAGER NO. LTC #153-2012

LETTER TO COMMISSION

TO.

Mayor Matti Herrera Bower and Members of the City Commission

FROM:

Jorge M. Gonzalez, City Manager

DATE:

June 8, 2012

SUBJECT: 2012 Community Satisfaction Survey Report

The purpose of this LTC is to transmit the final results of the 2012 City of Miami Beach Community Satisfaction Survey Report inclusive of consultant strategic recommendations. The 2012 esidential and business surveys, conducted by Kerr and Downs Research, are the City's fourth set of comprehensive statistically valid community satisfaction surveys since 2005.

Overall, the 2012 results were not dissimilar to 2009 survey results. A substantial number of services received positive ratings ranging from 70% to 90% of the residents. As with the residential surveys, the overall snapshot of business ratings of the City were, on the whole, not significantly different from the 2009 ratings. A substantial number of services received positive ratings ranging from 70% to 95% of businesses.

Quality of life measures for residents rated well and more positive than in 2009 including:

- 89% of residents rating their quality of life as excellent or good;
- 80% of residents rating their standard of living as positive compared to 53% positive ratings in 2009;
- 91% of residents very satisfied/satisfied with public schools compared to 58% in 2007 (Education Compact implemented January 2008)

Services that received comparatively high percentages of positive ratings from both residents and businesses include:

- Fire services (91 % of residents and 93% of businesses rating excellent or good);
- Appearance and maintenance of public buildings (87% of residents and 83% of businesses rating excellent or good);
- Quality of beaches (84% of residents and 86% of businesses rating excellent or good);
- Park maintenance (82 % of residents and 86% of businesses rating excellent or good);
 garbage & trash pick-up (81% of residents and 71% of businesses rating excellent or good);
- Landscape maintenance (79% of residents and 80% of businesses rating excellent or good).

Customer service ratings remained mostly stable from 2009 to 2012 with high percentages of residents and businesses giving City employees' high marks for professionalism (85% of residents and 81% of businesses rating excellent or good) and competency (75% of residents and 74% of businesses rating excellent or good).

Historic preservation efforts rated high by both residents and businesses (78% of residents and 82% of businesses rating as about the right amount).

Additional areas showing improvement from both residents and businesses include parking availability; emergency response; cultural activities; and number of major events. "Value of information from the City" also received high ratings. Also, both residents and businesses rated neighborhood and commercial safety in both the daytime and nighttime as high. Ratings for cleanliness (74% of residents and 62% of businesses rating excellent or good) remained stable between 2009 and 2012, but continue to be significantly improved from the 2005 survey results.

In addition to the above positive results, residents also provided positive ratings for recreation programs (85%); playground appearance (84%); neighborhood noise (75%); and capital improvements (81%).

Business ratings for many other services were also high in 2012, with 80% positive ratings for business improvement compared to 49% in 2009.

The intended purpose of the surveys is to gather general feedback and input from our residents and businesses on their level of satisfaction with the services we provide, as well as to continue to refine priority areas for the organization to focus on, and actionable recommendations for improvements to our services. Our contract with Kerr & Downs Research provides for an in-depth presentation on all survey information.

If you have any questions or need additional information, please feel free to contact me.

JMG\KGB\LDR Attachment